



**PROCEEDINGS AND RECOMMENDATIONS**



**13<sup>TH</sup> BRAINSTORMING SESSION  
OF  
INDIAN AGRICULTURAL UNIVERSITIES ASSOCIATION (IAUA)  
ON  
AGRICULTURE MARKET INTELLIGENCE**

**OCTOBER 17-18, 2024**



**Organized by  
Anand Agricultural University  
Anand - 388110, Gujarat  
&  
Indian Agricultural Universities Association (IAUA)  
G-5, Office Block-A, NASC Complex,  
Dev Prakash Shastri Marg, Pusa Campus,  
New Delhi-110012**



# The Organisers



## Anand Agricultural University

Anand Agricultural University (AAU) is a renowned agricultural university located in the state of Gujarat, India. It was established with the aim of providing education and undertaking research in various fields of agriculture and allied sciences. The foundation of the university was laid by the legendary Indian freedom fighter and social reformer, Sardar Vallabhbhai Patel, who played a significant role in the country's independence movement.

The university main campus is spread over an area of 284.23 ha and has 625.83 ha of land at different regional stations, research substations and Krishi Vigyan Kendras located under four different Agro-Climatic Zones of the state. At present, the university has 7 degree colleges and 1 PG institute, 5 polytechnic colleges, 10 on-campus and 18 off-campus Research Stations spread over 9 districts of middle Gujarat.

The mission of the university is to provide teaching, research and extension related services in agriculture and allied sciences to develop excellent human resource and innovative technologies for the services to the farming community with a vision of making Gujarat and India agriculturally prosperous. Research, Education and Extension are the three avenues in which AAU converges its gross efforts to achieve the integration of innovation, teaching, and outreach training, and to produce graduates and post graduates with excellent quality, and innovative technologies for services to the farming community.



## Indian Agricultural Universities Association (IAUA)

Indian Agricultural Universities Association (IAUA) was established on 10<sup>th</sup> November 1967. There were nine founder-member Agricultural Universities. The founder president was Dr. P. N. Thapar, Vice Chancellor of Punjab Agricultural University, Chandigarh (now Ludhiana). The Association's main objective is to promote agricultural research, education and extension in the universities and the states, thereby promoting rural development in the country. It also acts as a bureau of information to facilitate communication, coordination and mutual consultation among agricultural universities.

Presently, IAUA has 74-member universities, which include 66 State Agricultural Universities (SAUs); four Deemed Universities (DUs) under Indian Council of Agricultural Research (ICAR), three Central Agricultural Universities (CAUs) and one Central University with Agriculture Faculty. In terms of specialization, there are 46 Agriculture, 7 Horticulture, 21 Veterinary, Animal Husbandry, Fisheries and Dairy Sciences Universities. All the SAUs, SVUs, CAUs and DUs in India, which provide an integrated programme of teaching, research and extension in Agricultural, Horticulture, Veterinary, Animal and Fisheries sciences, are qualified to become members of the Association. The IAUA has organized 86 events since its establishment, which includes 47 Annual Vice Chancellors' Convention, 15 National Symposia, 14 Brain Storming Sessions, 9 Regional Meetings and one International Conference.

**13<sup>th</sup> Brainstorming Session  
of  
Indian Agricultural Universities Association (IAUA)  
on  
Agriculture Market Intelligence  
(October 17-18, 2024)**

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13<sup>th</sup> Brain Storming Session of IAUA held at AAU, Anand



13<sup>th</sup> Brainstorming Session of Indian Agricultural Universities Association (IAUA) was successfully organized at Anand Agricultural University (AAU), Anand, on October 17-18, 2024. The session witnessed the participation of esteemed 26 Hon'ble Vice Chancellors, 5 Directors/Deans, 7 key-note speakers, and 2 outside experts for panel discussions.

A key highlight of the event was the insightful keynote address by the Chief Guest, Dr. Ashok Dalwai, former CEO of the National Rainfed Area Authority, New Delhi, who shared his expertise on critical agricultural issues including agricultural market intelligence. The event also featured three lead presentations by renowned international experts: Mr. Bekzod Shamsiev, Senior Economist at the World Bank, Washington; Professor Rohana P. M., former Vice Chancellor of Sabaragamuwa University, Sri Lanka; and Professor Athula Ginige from Western Sydney University, Australia.

Five publications viz., ગુજરાતનું ગૌરવ: ગાયત્રી નવી ઓલાદ ડગરી, Transforming Anand Agricultural University to a Green University & A Beacon of Sustainable Development, AAU at a Glance, પ્રાકૃતિક કૃષિમાં ટામેટીના પાકમાં અન્નિઅસ્રથી કૃમિ વ્યવસ્થાપન and प्राकृतिक कृषि में अग्नि-अस्त्र के उपयोग से टमाटर की फसल में सूत्रकृमि प्रबंधन were released during the inaugural session, and a remarkable exhibition showcasing natural farming products by Gujarat's progressive farmers added value and created awareness about natural farming.



## The Session - Wise Deliberations and Recommendations



### Inaugural Session

Chair	Dr K. B. Kathiria, Vice Chancellor, AAU, Anand
Co-Chair	Dr Parvinder Kaushal, Vice Chancellor, VCSGUUHF, Bharsar
Rapporteurs	Dr S. N. Shah, Associate Director of Research, AAU, Anand Dr Y. A. Lad, Associate Professor, AAU, Anand

The 13<sup>th</sup> Brainstorming Session of Indian Agricultural Universities Association (IAUA) on Agriculture Marketing Intelligence was organized by Anand Agricultural University (AAU), Anand on October 17-18, 2024. On the morning of 17<sup>th</sup> October, the Vice Chancellors of various agricultural universities and their representatives visited the heritage museum at Sardar Smruti Kendra. The museum provides a historical overview of agriculture and allied sectors in Gujarat since 1979, emphasizing the contributions of Sardar Vallabhbhai Patel and other leaders to agricultural development. Following the museum visit, the dignitaries explored the farmers' exhibition showcasing cereals, fruits, and vegetables produced following natural farming practices.

The inaugural session commenced at 10 a.m. at the B.A. College of Agriculture Auditorium, AAU, with several esteemed dignitaries in attendance. Dr K.B. Kathiria, Hon'ble Vice Chancellor of AAU and Patron of the event, presided over the session. The Chief Guest was Dr Ashok Dalwai, former CEO of the National Rainfed Area Authority, Ministry of Agriculture & Farmers' Welfare, New Delhi. Dr Parvinder Kaushal, President of IAUA and Hon'ble Vice Chancellor of Veer Chandra Singh Garhwali Uttarakhand University of Horticulture and Forestry, served as the Guest of Honor. Dr M.K. Jhala, Director of Research and Dean Postgraduate Studies at AAU, who also served as the convener of the event, and Dr Dinesh Kumar, Executive Secretary of IAUA, New Delhi also dignified the dais. The dignitaries performed the ceremonial lamp lighting ceremony to officially inaugurate the event.

Dr M. K. Jhala welcomed the participants and provided a historical overview of AAU's contributions to agriculture and allied sectors in Gujarat, dating back to the pre-independence era. He also highlighted the university's achievements under the NAHEP-CAAST project on agricultural market intelligence.



Dr Parvinder Kaushal, in his address, provided an overview of the IAUA's history and mission to advance agricultural research, education, and extension. He noted the association's role as an information hub, fostering coordination and consultation among agricultural universities to support rural development. Dr Kaushal also outlined the events organized by IAUA, including upcoming ones hosted by different member institutions with various themes. Since its inception, IAUA has organized 86 events, including conventions, symposia, brainstorming sessions, regional meetings, and one international conference.



In his keynote address, the Chief Guest, Dr. Ashok Dalwai acknowledged the significant contributions of leaders from Gujarat, including Mahatma Gandhi, Sardar Vallabhbhai Patel, Tribhuvandas Patel, Dr. Verghese Kurien, Morarji Desai, and Prime Minister Narendra Modi, to both Gujarat and India. He highlighted the success of the AMUL cooperative model, which originated in Anand and has become a global leader in dairy development. Dr Dalwai also discussed the relevance of Keynesian economic theory in agriculture, emphasizing the importance of boosting effective demand to reduce unemployment,

improve production, and sustain economic growth. He noted the need for improved supply and value chains in agriculture, particularly through enhanced processing capacities. Dr Dalwai stressed the importance of agricultural market intelligence, especially for small and marginal farmers, and underscored the role of Farmers Producers Organization (FPOs) in linking farmers directly with consumers. He commended AAU's efforts in organizing the session and its work on agriculture market intelligence.



In his presidential address, Dr K. B. Kathiria, Vice Chancellor, AAU highlighted the vital role agriculture plays in sustainable development. He emphasized the significance of marketing for increasing the income of the farming community. He mentioned that the role of FPOs in enhancing farmers' bargaining power is vital and advocated for replicating the AMUL model in other sectors. Dr Kathiria also highlighted the ongoing research and collaborative projects at AAU's Centre for Agricultural Market Intelligence, including partnerships with ISRO and Western Sydney University, Australia. He further mentioned that the Centre's activities under the NAHEP-CAAST initiative have been regularized by the Government of Gujarat due to their importance for farming communities. During the ceremony, five books published by AAU were released by the dignitaries on the dais.

The session concluded with a vote of thanks delivered by Dr Dinesh Kumar, Executive Secretary of IAUA. He expressed gratitude to Chief Guest Dr Ashok Dalwai, Guest of Honour Dr Parvinder Kaushal, all participating Vice Chancellors, Vice Chancellor of AAU and Host, Dr K. B. Kathiria; Convener, Dr M. K. Jhala; Organising Secretary, Dr R. S. Pundir; the Organizing committees and staff of AAU for their contributions to make the 13<sup>th</sup> Brainstorming session a grand success. The session ended with the singing of the National Anthem.



**Technical Session-I: Importance of agricultural market intelligence and innovative price forecast methods**

<b>Chair</b>	Dr A. K. Singh, Vice Chancellor, CSAUAT, Kanpur
<b>Co-Chair</b>	Dr Z. P. Patel, Vice Chancellor, NAU, Navsari
<b>Keynote Speaker-I</b>	Mr Bekzod Shamsiev, Sr. Agriculture Economist, World Bank, Washington, USA
<b>Keynote Speaker-II</b>	Dr R. S. Pundir, Principal & Dean, IABMI, AAU, Anand
<b>Panel Discussion</b>	<p><b>Panelists:</b></p> <ol style="list-style-type: none"> <li>1. Dr M. S. Chauhan, VC, GBPUAT, Pantnagar</li> <li>2. Dr Dheer Singh, Director &amp; VC, ICAR-NDRI, Karnal</li> <li>3. Dr Sarada Jayalakshmi Devi, VC, ANGRAU, Guntur</li> <li>4. Dr Sharad Gadakh, VC, Dr PDKV, Akola</li> <li>5. Dr Kuruba Gopal, VC, Dr Y.S.R. Horticultural University, Venkataramannagudem</li> <li>6. Dr Arun Kumar, VC, SKRAU, Bikaner</li> </ol> <p><b>Moderator:</b> Dr Samit Dutta Dean, Faculty of FPT &amp; BE, AAU, Anand</p>
<b>Rapporteurs</b>	Dr Ganga Devi, Asst. Prof., BACA, AAU, Anand Dr Shakti Ranjan Panigrahy, Asst. Prof., IABMI, AAU, Anand



The Chairperson, Dr A. K. Singh, Vice Chancellor, CSAUAT, Kanpur, in his opening remarks appreciated the selection of theme of the session and considered it as an important step towards development of agriculture through dissemination of reliable information for enhancing income and real benefit to the farmers. He also highlighted that the country like India has been facing the issues of perishability in agricultural crops and food as a whole due to tropical and subtropical climate.



The first keynote lecture of the session was delivered by Mr Bekzod Shamsiev, Senior Agricultural Economist, World Bank, Washington, USA on the topic entitled “MIS Potential Impacts Are Not Where You Expect Them To Be:- (Lessons of 35-Years Experience of Agriculture MIS)”. His presentation focused on status and use of MIS (Market Information System) in American states and India by elaborating the example of Karnataka, Himachal Pradesh, Assam and Jammu & Kashmir. He emphasized on specific crops like spices, ginger, and apples. One key takeaway in that presentation was while MIS can improve market transparency and efficiency—potentially enhancing arbitrages in marketing and production decisions—the actual impacts are often not where one might expect. Mr Shamsiev highlighted that any information needs to be comprehensive, accurate and timely at the producers’ level. Further, he emphasized upon market integration strategy for reaping more benefit for the stakeholders. The presentation also revealed about transaction costs minimization followed by integrated pest management, residue and chemical free marketing strategy supported by amicable government tax measures for taking a right shape in market intelligence scenario. To address the queries from the house regarding changing market dynamics for small and marginal holders, Mr Shamsiev opined that we should do minimum processing like sorting, and washing of the produce by understanding changing pattern of the climate in agricultural produce.



The second presentation was made by Dr R. S. Pundir, Principal & Dean, IABMI, AAU, Anand. He presented the success story of NAHEP-CAAST project of AAU, Anand funded by World Bank and ICAR. Dr Pundir highlighted about the importance of multivariate technique, hybrid model using satellite data with the help of ISRO, Ahmedabad, development of mobile app (iKisansetu) with the help of Western Sydney University, Australia. His talk was more connected to system thinking approach with the support of digital platform and interface. Dr Pundir highlighted about the journey of NAHEP (CAAST), AAU, Anand by sensitizing the audience with salient achievements like 82,000 participants have benefitted through 122 capacity building programmes followed by completion of 6 certificate courses, 28 PG & Ph.D. research work, 18 research projects and disseminating the information to 8,74,249 farmers through digitally connected records. In the end, he highlighted that time has come to transform agriculture from production to market centric and simultaneously, the extension functionaries also work on market-oriented approaches for information dissemination. In his concluding remarks, Dr Pundir empathetically said that to enhance farmers income, there is need for regular research centre on agricultural market intelligence with adequate resources.

The Keynote addresses were followed by the panel discussion, which was carried forward by the moderator, Dr Samit Dutta, Dean, Faculty of FPT & BE, AAU, Anand. All the panelists expressed their views and opinions on the theme of the session.

Dr M. S. Chauhan, VC, GBPUAT, Pantnagar, showed concern regarding transportation and storage of agricultural produce in the state of Uttarakhand. He strongly emphasized upon the importance and impact of any technology for the benefit of farming community. Then and then only the market intelligence programs' objectives will be fulfilled. He mentioned the case of AMUL successful model for emphasizing his points. He said that some organization needs to come forward or to be outsourced by the universities for transferring of research outcomes.

Dr Dheer Singh, Director & VC, ICAR-NDRI, Karnal emphasized upon both production and marketing of agricultural produce for getting benefit for the farmers. He highlighted about revisiting the prevailing marketing system to make agroeconomic system sustainable.

Dr Sarada Jayalakshmi Devi, VC, ANGRAU, Guntur, shared her university's experience on price forecasting and opined that multivariate technique is better over univariate one. However, in the absence of collaborative approach, capacity building programmes, and government support measures, the results of better market intelligence programme could not be possible. She also highlighted that proper credit system, digitally empowered farmers and better infrastructure are need of the hour in the direction of market intelligence in agriculture.

Dr Sharad Gadakh, VC, Dr Panjabrao Deshmukh Krishi Vidyapeeth (PDKV), Akola in his remarks appreciated the research efforts of AAU, Anand in development of Price Forecasting models for Major *rabi* and *kharif* Crops of Gujarat using Multivariate Approach.

Both Dr Kuruba Gopal, VC, Dr YSR Horticultural University, Venkataramannagudem and Dr Arun Kumar, VC, Swami Keshwanand Rajasthan Agricultural University (SKRAU), Bikaner showed concern regarding perishable products' price fluctuations and highlighted the

inclusion of these perishable products in the discussions and deliberation of market intelligence programme and policy level.

Co-chairperson, of the session, Dr Z. P. Patel, Vice Chancellor, NAU, Navsari said that market intelligence is a very important and timely area for farming community. He also endorsed the observations made by the esteem panellists during the session.

#### Following recommendations emerged out of the session

1. It is essential to shift focus from production-centric to market-driven agriculture with the help of reliable and timely market information.
2. There is a need for establishing regular agriculture market intelligence centres at regional levels in the country and *inter alia*, capacity building programmes for various stakeholders including farmers.
3. Infrastructural bottleneck should be taken in to consideration along with effective agricultural market intelligence for solving the issues of price volatility of the producers.
4. It is essential to incorporate more perishable products in market intelligence deliberations and policy discussions.

<b>Technical Session-II: Growth, prospects and challenges in agricultural marketing and global trade</b>	
<b>Chair</b>	Dr Ajeet Kumar Karnatak, Vice Chancellor, MPUAT, Udaipur
<b>Co-Chair</b>	Dr R. M. Chauhan, Vice Chancellor, SDAU, Sardarkrushinagar,
<b>Keynote Speaker-I</b>	Prof. Rohana P. Mahaliyanaarachchi, Sr. Professor of ABM, Sabaragamuwa University, Sri Lanka
<b>Keynote Speaker-II</b>	Dr C. Shambu Prasad, Professor, IRMA, Anand, Gujarat
<b>Panel Discussion</b>	<b>Panelists:</b> 1. Dr Nazir A. Ganai, VC, SKUAST-K, Srinagar 2. Dr M. Hanumanthappa, VC, UAS, Raichur 3. Prof. Balraj Singh, VC, SKNAU, Jobner 4. Dr S. S. Kalamkar, Director, AERC, SPU, Vidyanagar <b>Moderator:</b> Dr R. S. Pundir Principal & Dean, IABMI, AAU, Anand
<b>Rapporteurs</b>	Dr M. R. Prajapati, Asst. Prof., IABMI, AAU, Anand Dr Prity Kumari, Asst. Prof., CoH, AAU, Anand

Three keynote lectures and a panel discussion were held during this technical session. In his opening remarks, the Chairperson outlined several key factors influencing the dynamics of agricultural marketing and global trade, including population growth, shifting consumer behaviour, the role of intermediaries, climate change, inadequate infrastructure, and limited access to credit. He commended the choice of the session's theme: "Growth,

## Prospects, and Challenges in Agricultural Marketing and Global Trade.”

The Co-Chairperson concurred with the Chairperson observations which suggested several solutions, such as comprehensive agricultural market reforms, the promotion of agricultural products, improved supply chain development, and the encouragement of contract farming as a means to enhance agricultural market efficiency.



**Prof. Rohana P. Mahaliyanaarachchi**, Former Vice Chancellor, Sabaragamuwa University, and Senior Professor of Agribusiness Management, Sabaragamuwa University, Sri Lanka, delivered the first keynote address on “Trends and Prospects of Global Agricultural and Food Markets.” Prof. Rohana highlighted critical concerns in agricultural marketing and global trade, including world population growth, GDP and per capita income growth, exchange rate fluctuations, inflation, rising input costs, government policies, and changing consumption patterns.

Prof. Rohana explained that increasing global population intensifies food demand, compelling agricultural productivity and supply chains to innovate. Economic growth and rising per capita incomes shift consumer preferences towards diverse, higher-quality foods, requiring farmers to adapt. Exchange rate fluctuations impact an export competitiveness, while inflation raises production costs, squeezing farmers’ profit margins. Rising input costs hinder profitability and worsen food insecurity. Government policies, including trade agreements and tariffs, also play a significant role, with favourable regulations promoting market stability and access. Additionally, the growing preference for organic and sustainable foods demands that farmers invest in new practices and certifications.

Prof. Rohana emphasized that navigating these interconnected challenges is essential for ensuring food security and sustainable agricultural development.

**Dr C. Shambu Prasad**, Professor at the Institute of Rural Management Anand (IRMA), in his keynote address, discussed “The Role of Farmers Producers Organization (FPOs) in Making Agricultural Marketing Inclusive for Small Farmers.”



He highlighted the challenges faced by small farmers, such as crop losses, limited access to formal training, and restricted credit availability. He emphasized that informal agricultural markets need to be converted into formal and structured markets.

Dr Prasad noted that FPOs have improved market access through digital platforms, infrastructure development, and policy reforms, such as amendments to the APMC Act. However, many FPOs still face supply chain inefficiencies and lack bargaining power. He showcased success stories, such as Suguna Foods and Sahyadri, to demonstrate the potential of FPOs. Nonetheless, most FPOs continue to grapple with financial instability. Dr Prasad stressed the importance of capacity building, particularly in governance and leadership, as crucial for ensuring the long-term sustainability of FPOs. He further emphasized the significant social and economic impacts of FPOs in empowering farmers and enhancing their negotiating ability, while advocating for stronger financial support from institutions.

**Mr Devesh Patel, Founder of Satva Organic, Boriavi, Anand,** shared the success story of “The One Gujarat Organic Farm Producer Co-operative Society Ltd.” in the agricultural marketing and trade domain. He recounted the initial challenges faced by his team in establishing the FPO, emphasizing the vital support received from Anand Agricultural University.

The salient features of the FPO of Mr Devesh Patel is that it also focuses on contract farming, value addition, advanced organic farming training, and application of block chain technology for traceability for all the stake holders apart from empowering the farmers to deliver high-quality organic and natural produce to the national as well as global market.



Mr Patel explained how he successfully persuaded farmers to join the cooperative, which focuses on both domestic trade and exporting organic produce. He highlighted the FPO's use of blockchain technology, which connects all associated farmers and enhances traceability throughout the supply chain. This technology ensures transparency and builds consumer trust in the organic products.

He also emphasized that his FPO is equity-based, with each member to purchase a minimum of five shares of Rs. 1,000 per share. This structure ensures that only committed farmers interested in the FPO's sustainable growth become members. Remarkably, the FPO has received no financial aid from the government, and has consistently paid a 10% bonus to its members over the past three years.

Mr Devesh Patel's presentation, marked by his enthusiasm and optimism, was highly appreciated by the participants of the Brainstorming Session, as he expressed hopes that his FPO would soon rank among the most successful in the country.

The panel discussion featured insights from distinguished agricultural leaders, who focused on the challenges and opportunities in agricultural marketing, particularly in relation to Farmers Producers Organization (FPOs) and global trade.

**Dr Nazir A. Ganai**, Vice Chancellor of SKUAST-K, Srinagar, emphasized critical factors necessary for the establishment and long-term sustainability of FPOs. He highlighted the importance of managing production costs efficiently while ensuring high-quality output to maintain market competitiveness. He stressed the need for acquiring relevant certifications to access premium markets, especially for export. Implementing traceability systems, he noted, is vital for fostering consumer trust and ensuring compliance with international trade regulations. Dr Ganai also emphasized that exports to be sustainable, there must be a consistent and reliable supply of produce, underlining the importance of stability in production for securing long-term market access.

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**Prof. Balraj Singh**, Vice Chancellor of SKNAU, Jobner, discussed the export challenges faced by Gujarat and Rajasthan, particularly in the spice sector. He raised concerns over maintaining quality standards demanded by foreign markets, especially with regard to issues such as pesticide residues and aflatoxin contamination. Prof. Singh also noted the increasing scrutiny around cumin exports due to the risk of peanut allergies. Beyond spices, he highlighted the volatility in the prices of tomatoes, onions, and potatoes, suggesting that farmers should add some more area (about 10 per cent) to *kharif* onions, apart from developing of new suitable varieties and the expansion of processing options, to stabilize prices and ensure market resilience.

**Dr M. Hanumanthappa**, Vice Chancellor of UAS, Raichur, focused on improving agricultural practices and refining the marketing process to enhance overall productivity. He discussed the value chain of millets, stressing the need to optimize every stage from production to value addition. He advocated for strengthening FPOs by providing ongoing training and support to empower farmers. Effective capacity building, he suggested, would enable farmers to overcome market challenges and better navigate the complexities of agricultural marketing. Dr Hanumanthappa underscored the importance of monitoring and guiding FPOs to ensure that they are equipped to thrive in competitive markets.

**Dr K. B. Kathiria**, Vice Chancellor of AAU, Anand, commended Mr Devesh Patel for his pioneering efforts in establishing “The One Gujarat Organic Farm Producer Co-operative Society Ltd.” He acknowledged the vital role that AAU has played in supporting the development and success of the FPO, emphasizing the university’s commitment to promoting such initiatives.

All the Vice Chancellors praised Mr. Devesh Patel’s achievements and expressed admiration for the success of his FPO. Some panellists requested his guidance in helping to establish similar FPOs for local agricultural products in their respective states, recognizing his expertise as a valuable resource for replicating successful models of Farmers Producers Organisation.

#### **Following recommendations emerged out of the session**

1. Develop and implement policies that encourage innovation in agricultural productivity and improve supply chain efficiency to meet the rising global food demand driven by population growth.
2. Invest in infrastructure development and digital tools to reduce supply chain inefficiencies and promoting applications of blockchain technology to enhance traceability throughout the supply chain.



**Technical Session – III** Role of digital marketing and market institutions in fostering efficient marketing system

<b>Chair</b>	Dr Bijendra Singh, Vice Chancellor, ANDUAT, Ayodhya
<b>Co-Chair</b>	Dr V. P. Chovatia, Vice Chancellor, JAU, Junagadh
<b>Keynote Speaker-I</b>	Dr B. R. Kamboj, Vice Chancellor, CCSHAU, Hisar
<b>Keynote Speaker-II</b>	Prof. Athula Ginige, Prof., WSU, Australia
<b>Panel Discussion</b>	<p><b>Panelists:</b></p> <ol style="list-style-type: none"> <li>1. Dr R. S. Chandel, VC, YSPUHF, Solan</li> <li>2. Dr A. K. Vyas, VC, AU, Kota</li> <li>3. Dr Vishnuvardhana, VC, UHS, Bagalkot</li> <li>4. Prof. Arvind Kumar Shukla, VC, RVSKVV, Gwalior</li> <li>5. Dr V. R. Kiresur, Director of Education, UAS, Dharwad</li> <li>6. Dr Kishore Supekar, Consultant &amp; Former MD, NCDFI</li> <li>7. Dr Makrand Joshi, Associate Dean, Dr BSKKV, Dapoli</li> </ol> <p><b>Moderator :</b> Dr Y. R. Ghodasara Dean, AIT, AAU, Anand</p>
<b>Rapporteurs</b>	<p>Dr D. K. Parmar, Asst. Prof., AIT, Anand</p> <p>Dr Chetan R. Dudhagara, Asst. Prof., IABMI, AAU, Anand</p>

During this technical session, two keynote lectures and a panel discussion took place. In his opening remarks, the Chairperson highlighted that digital marketing and market institutions are important for building an efficient agricultural marketing system. Farmers can use digital platforms to reach more customers and sell directly, which helps them to get fair prices and reduces the need for middlemen. Market institutions support farmers by providing real-time information about prices and logistics.



Dr B. R. Kamboj, VC, CCSHAU, Hisar, delivered first keynote address on the topic “Digital Marketing: Opportunities, Challenges, and Winning Strategies in Agricultural and Rural Sector”. He highlighted digital India movement, types of digital marketing, status of digital marketing and emphasized on the need of training for the farmers. He discussed 4Ps (Product, Price, Promotion and Placement) for the concept of digital marketing.

Government platforms like e-NAM help farmers by providing real-time market information, which can help them to take proper decisions. He covered various types of digital marketing like email, content, mobile, social media marketing, etc. He included the importance of digital marketing in agriculture sector in market access, cost effectiveness, promotions, brand building and consumer engagement.



From WSU, Australia, Professor Athula Ginige's second keynote address was on the topic of "Agricultural Market Intelligence in the Digital Era: A Systems Perspective". He introduced WIDYA, a start-up to create a better life for smallholder farmers. It is a digital agri-food ecosystem, connecting farmers, input suppliers, buyers, and experts to share information and resources. Initiatives like Box Divvy help streamline farm-to-market logistics, reducing waste and market barriers. iKisansetu mobile app developed in collaboration with AAU covered different modules like crop, farm, community, weather and market intelligence for farmers. He said that the agricultural market intelligence gives benefits to the farmers for optimum revenue, traders for optimum profit, consumers for best price and quality, and for policy makers price and income stability. He narrated that computing technologies can break the silos and create new digital opportunities with IoT, AI and Big Data.



The panel discussion featured insights from distinguished experts, who focused on the challenges and opportunities in digital marketing and market institutions in fostering efficient marketing system and digital supply chain.

Dr A. K. Vyas, VC, Agriculture University, Kota said that enhancing farmers' income is an issue of vital significance. Digital technology and digital platforms are helpful in providing remunerative prices to the farmers. He highlighted the need for better post-harvest management and fair pricing for farmers. To reduce waste, he suggested using digital platforms for market trades and price forecasts. He stressed upon creation of master trainer for the capacity building of the trainers of the farmers.

Prof. Arvind Kumar Shukla, VC, RVSKVV, Gwalior highlighted security concerns related to digital payments for the farmers. Earning more profit for the farmers using e-Market is a challenging task. He suggested to create cooperatives for the farmers to bring more profit. He added three more Ps that is People, Process and Physical Environment in the 4Ps digital marketing concept presented by Dr Kamboj. Grading is also an important aspect and availability of grader machines to the farmers for processing can help a lot. He also said that all disciplines should work in collaboration to solve farmers problems. Agricultural universities can take initiative to reach out via KVKs using digital platforms.

Dr V. R. Kiresur, Director of Education, UAS, Dharwad discussed several important points regarding agricultural economics and information access for farmers. He emphasized that price is a key indicator of market conditions and stressed upon the need to provide farmers with information to make informed selling decisions. He referred to the "macroeconomics paradox" and the "paradox of plenty," highlighting issues related to surplus food grains and the demand-supply balance, especially concerning quality. He suggested expanding the network of services and utilizing KVK as central hubs to build trust and confidence among farmers.

Dr Kishore Supekar highlighted the case study of NCDFI e-Market and shared his experiences for implementing the same. He highlighted the problems related to quality in B2C business model. He called for raising awareness among farmers to reduce human errors and need for price forecasting methods to help farmers in taking informed decisions.

Dr Makarand Joshi, Associate Dean, Dr BSKKV, Dapoli emphasized the importance of geo-tagging commodities to help farmers to sell their produce at better prices, particularly targeting the elite class. He highlighted the need to create awareness among farmers about the benefits of geo-tagging, which can enhance product visibility and enable them to access premium markets.

#### **Following recommendations emerged out of the session**

1. Enhance digital literacy through training programmes for farmers to improve their digital skills, enabling them for effective use of digital marketing platforms and tools.
2. Establish digital systems that provide farmers with real-time information on market prices, weather updates, production, and other related information to aid decision-making.
3. Promote initiatives that focus on grading systems for fruits and vegetables to ensure quality standards and value addition in agricultural products to increase profitability and market competitiveness.
4. Implement robust cybersecurity measures to protect farmers' financial and personal information, fostering trust in digital systems.

**PROGRAMME SCHEDULE**  
**13<sup>th</sup> BRAINSTORMING SESSION**  
**OF**  
**IAUA ON AGRICULTURE MARKET INTELLIGENCE**  
**AT**  
**ANAND AGRICULTURAL UNIVERSITY, ANAND**  
**(October 17 – 18, 2024)**

**Day-1: 17 October, 2024**

9:00-11:15 Hrs	<b>Inaugural Session</b> Venue: Auditorium, B. A. College of Agriculture, AAU, Anand
9:00 Hrs	Arrival of the Chief Guest & Dignitaries at B. A. College of Agriculture and Visit to Exhibition on Natural Farming Products and Heritage Museum
9:45 Hrs	Arrival in the Auditorium, Lighting of Lamp by Dignitaries and Occupying seats on the dais
9:46 Hrs	University Song
9:51 Hrs	Welcome address by Dr M. K. Jhala, Convener & Director of Research & Dean P.G. Studies, AAU, Anand
9:54 Hrs	Floral welcome and felicitation
9:56 Hrs	Release of books/ pamphlets 1. ગુજરાતનું ગૌરવ: ગાયની નવી ઓલાદ ડગરી 2. Transforming Anand Agricultural University to a Green University & a beacon of sustainable development 3. AAU at a Glance 4. પ્રાકૃતિક કૃષિમાં ટામેટીના પાકમાં અગ્નિઅસ્ત્રથી કૃમિ વ્યવસ્થાપન / प्राकृतिक कृषि में अग्नि-अस्त्र के उपयोग से टमाटर की फसल में सूत्रकृमि प्रबंधन
9:58 Hrs	Address by President, IAUA, Dr Parvinder Kaushal, Vice Chancellor, VCSGUUHF, Bharsar
10:08 Hrs	Address by Chief Guest, Dr Ashok Dalwai, Ex CEO, National Rainfed Area Authority, Dept. of Agriculture, Cooperation & Farmers' Welfare, Ministry of Agriculture & Farmers' Welfare, New Delhi
10:28 Hrs	Presidential Address by Dr K. B. Kathiria, Vice Chancellor, AAU, Anand
10:38 Hrs	Vote of thanks by Dr Dinesh Kumar, Executive Secretary, IAUA, New Delhi

10:43 hrs	National Anthem	
Rapporteurs: Dr S. N. Shah & Dr Y. A. Lad		
10:45-11:15 Hrs	High Tea & Group Photo session	
11:30-13:00 Hrs	<b>Technical Session I</b>	
	Venue: Yagyavalkya Hall, University Bhavan, AAU, Anand	
	<b>Sub-Theme:</b> Importance of agricultural market intelligence and innovative price forecast methods	
	Chair	Dr A. K. Singh, Vice Chancellor, CSAUAT, Kanpur
	Co-Chair	Dr Z. P. Patel, Vice Chancellor, NAU, Navsari
11:30-12:00	<b>Keynote Speaker-I:</b> Mr Bekzod Shamsiev Sr Agriculture Economist, World Bank, Washington, USA	<b>Topic:</b> MIS potential impacts are not where you expect them to be
12:00-12:20	<b>Keynote Speaker-II:</b> Dr R. S. Pundir, Principal & Dean, IABMI, AAU, Anand	<b>Topic:</b> Success story of AAU's NAHEP-CAAST on Agriculture Market Intelligence
12:20-13:00	Panel Discussion	<b>Moderator :</b> Dr. Samit Dutta, Dean, Faculty of FPT & BE, AAU, Anand
<b>Panelists:</b>		
<ol style="list-style-type: none"> <li>1. Dr M. S. Chauhan, VC, GBPUAT, Pantnagar</li> <li>2. Dr Dheer Singh, Director &amp; VC, ICAR-NDRI, Karnal</li> <li>3. Dr Sarada Jayalakshmi Devi, VC, ANGRAU, Guntur</li> <li>4. Dr Sharad Gadakh, VC, Dr. PDKV, Akola</li> <li>5. Dr Kuruba Gopal, VC, Dr.Y.S.R. Horticultural University, Venkataramannagudem</li> <li>6. Dr Arun Kumar, VC, SKRAU, Bikaner</li> </ol>		
<b>Rapporteurs :</b> Dr Ganga Devi & Dr Shakti Ranjan Panigrahy		
13:00-14:00 Hrs	Lunch Break	

14:00-16:00 Hrs	<b>Technical Session II</b> Venue: Yagyavalkya Hall, University Bhavan, AAU, Anand	
	<b>Sub-Theme:</b> Growth, prospects and challenges in agricultural marketing and global trade	
	Chair	Dr Ajeet Kumar Karnatak, Vice Chancellor, MPUAT, Udaipur
	Co-Chair	Dr R. M. Chauhan, Vice Chancellor, SDAU, Sardarkrushinagar, Gujarat
14:00-14:30	<b>Keynote Speaker-I</b> Prof. Rohana P. Mahaliyanaarachchi, Sr Professor of ABM, Sabaragamuwa University, Sri Lanka	<b>Topic:</b> Trends and Prospects of Global Agricultural and Food Markets
14:30-15:00	<b>Keynote Speaker-II:</b> Dr C. Shambu Prasad, Professor, IRMA, Anand, Gujarat	<b>Topic:</b> The Role of Farmer Producer Organizations (FPOs) in Making Agricultural Marketing Inclusive for Small Farmers
15:00-15:20	<b>Success Story:</b> Mr Devesh Patel, Founder, Satva Organic, Boriavi, Anand, Gujarat	<b>Topic:</b> The One Gujarat Organic Farm Producer Co-operative Society Ltd.
15:20-16:00	Panel Discussion	<b>Moderator :</b> Dr R. S. Pundir, Principal & Dean, IABMI, AAU, Anand
<b>Panelists:</b>		
<ol style="list-style-type: none"> <li>1. Dr Nazir A. Ganai, VC, SKUAST-K, Srinagar</li> <li>2. Dr M. Hanumanthappa, VC, UAS, Raichur</li> <li>3. Prof. Balraj Singh, VC, SKNAU, Jobner</li> <li>4. Dr C. K. Timbadia, VC, GNFSU, Anand</li> <li>5. Dr S. S. Kalamkar, Director, AERC, SPU, Vidyanagar</li> </ol>		
<b>Rapporteurs :</b> Dr M. R. Prajapati & Dr Prity Kumari		
16:00-16:30 Hrs	Tea Break	

16:30-18:00	<b>IAUA General Session:</b> Venue: Yagyavalkya Hall, University Bhavan, AAU, Anand	
	Chair	Dr Parvinder Kaushal, President, IAUA
	Co-Chair	Dr N. H. Kelawala, VC, Kamdhenu University, Gandhinagar
	Co-Chair	Dr M.S. Chauhan, VC, GBPUAT, Pantnagar
	Immediate Past President	Dr Rameshwar Singh, Ex VC, BASU, Patna
	Discussion	All Vice Chancellors
	Convener	Dr Dinesh Kumar, Executive Secretary, IAUA
<b>Day-2: 18 October, 2024</b>		
09:30-11:30 Hrs	<b>Technical Session III</b> Venue: Yagyavalkya Hall, University Bhavan, AAU, Anand	
	<b>Sub Theme:</b> Role of digital marketing and market institutions in fostering efficient marketing system	
	Chair	Dr Bijendra Singh, Vice Chancellor, ANDUA&T, Ayodhya
	Co-Chair	Dr V. P. Chovatia, Vice Chancellor, JAU, Junagadh
09:30-10:00	<b>Keynote Speaker-I:</b> Dr B. R. Kamboj, Vice Chancellor, CCSHAU, Hisar	<b>Topic:</b> Digital Marketing: Opportunities, Challenges, and Winning Strategies in Agricultural and Rural Sector
10:00-10:30	<b>Keynote Speaker-II:</b> Prof. Athula Ginige Prof., WSU, Australia	<b>Topic:</b> Agricultural Market Intelligence in the Digital Era: A Systems Perspective
10:30-11:30	<b>Panel Discussion</b>	<b>Moderator:</b> Dr Y. R. Ghodasara, Dean, AIT, AAU, Anand

**Panelists:**

1. Dr R. S. Chandel, VC, YSPUHF, Solan
2. Dr A. K. Vyas, VC, AU, Kota
3. Dr Vishnuvardhana, VC, UHS, Bagalkot
4. Prof. Arvind Kumar Shukla, VC, RVSKVV, Gwalior
5. Dr V. R. Kiresur, Director of Education, UAS, Dharwad
6. Dr Kishore Supekar, Consultant & Former MD, NCDFI
7. Dr Makrand Joshi, Associate Dean, Dr. BSKKV, Dapoli

11:30-12:00 Hrs	Tea Break	
12:00-13:30	<b>Plenary Session</b>	<b>Presentation of Recommendations of Technical Sessions</b>
	Chair	Dr Parvinder Kaushal, President, IAUA
	Co-Chair	Dr K. B. Kathiria, Vice Chancellor, AAU, Anand
	Recommendations	Technical Sessions - I, II & III
	Remarks	Co-Chair
	Address	Dr Parvinder Kaushal, President, IAUA
	Vote of Thanks	Dr Dinesh Kumar, Executive Secretary, IAUA
13:30-14:30	Lunch	
14:30 to 17:30	Visits	

**Rapporteurs:** Dr D. K. Parmar & Dr Chetan R. Dudhagara



## Participants for the 13<sup>th</sup> Brain Storming Session

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## GLIMPSES



















